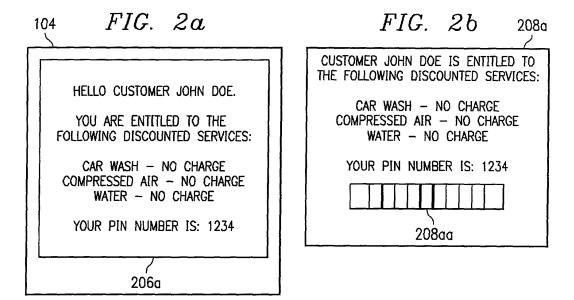
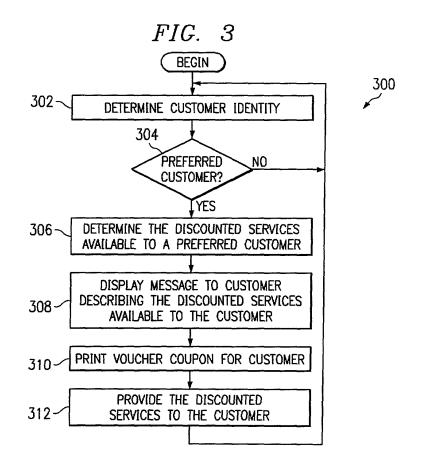


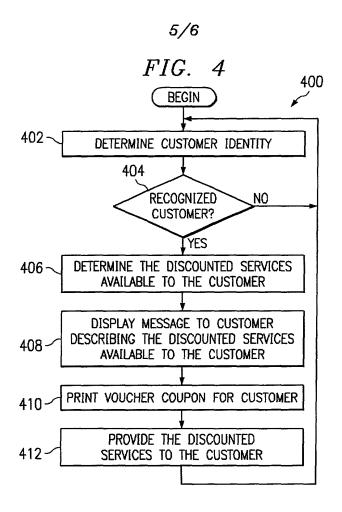
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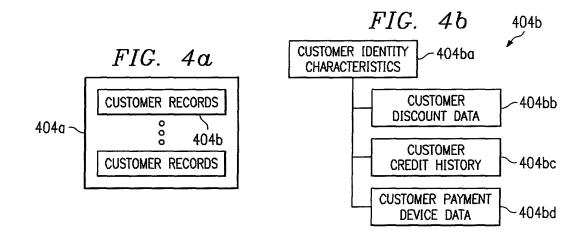




TARGET VALUE

4/6 FIG. 3a FIG. 3d 104 CUSTOMER RECORDS 304b CUSTOMER RECORDS HELLO CUSTOMER JOHN DOE. YOU ARE ENTITLED TO THE FOLLOWING DISCOUNTED SERVICES: 304a CAR WASH - NO CHARGE COMPRESSED AIR - NO CHARGE WATER - NO CHARGE YOUR PIN NUMBER IS: 1234 308a 304b FIG. 3b CUSTOMER IDENTITY 304ba -**CHARACTERISTICS** FIG. 3e CUSTOMER 310a 304bb TRANSACTION DATA CUSTOMER JOHN DOE IS ENTITLED TO THE FOLLOWING DISCOUNTED SERVICES: CAR WASH - NO CHARGE COMPRESSED AIR - NO CHARGE WATER - NO CHARGE FIG. 3c YOUR PIN NUMBER IS: 1234 **GOLD PREFERRED** TARGET VALUE 310aa **INCREASING** SILVER PREFERRED **PREFERENCE** TARGET VALUE BRONZE PREFERRED





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FIG. 4c

DISCOUNTED SERVICES ARE NOT AVAILABLE IF ONE OR MORE OF THE BELOW ARE TRUE

CUSTOMER DOES NOT HAVE REDEEMABLE DISCOUNT CREDIT FROM A THIRD PARTY

CUSTOMER HAS BAD CREDIT HISTORY

CUSTOMER DOES NOT HAVE REDEEMABLE DISCOUNT CREDIT FROM A PAYMENT DEVICE ISSUER

> CUSTOMER PAYMENT DEVICE HAS EXPIRED

CUSTOMER PAYMENT DEVICE HAS OVERDUE BALANCE DUE

CUSTOMER IS NOT A RECOGNIZED CUSTOMER

DISCOUNTED SERVICES ARE AVAILABLE IF ANY OF THE BELOW ARE TRUE

CUSTOMER HAS REDEEMABLE DISCOUNT CREDIT FROM A THIRD PARTY

CUSTOMER HAS GOOD CREDIT HISTORY

CUSTOMER HAS REDEEMABLE DISCOUNT CREDIT FROM A PAYMENT DEVICE ISSUER

104 *FIG.* 4d

HELLO CUSTOMER JOHN DOE.

YOU ARE ENTITLED TO THE FOLLOWING DISCOUNTED SERVICES:

CAR WASH - NO CHARGE COMPRESSED AIR - NO CHARGE WATER - NO CHARGE

YOUR PIN NUMBER IS: 1234

408a

CUSTOMER JOHN DOE IS ENTITLED TO THE FOLLOWING DISCOUNTED SERVICES:

410a

FIG. 4e

CAR WASH - NO CHARGE

COMPRESSED AIR — NO CHARGE WATER — NO CHARGE

YOUR PIN NUMBER IS: 1234

